



# Visual Configuration Technology for Door and Window Manufacturers

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# Visual Configuration Technology for Door and Window Manufacturers

## The Evolving Landscape of eCommerce Sales for Large Manufacturers

**92.6%**

of people said visual dimension was the top factor affecting their purchase decision.

Invodo, 2016

The digital revolution has fundamentally reshaped the mode of operation for manufacturers worldwide, and the manufacturing of doors and windows is no exception. Various technological innovations have presented large manufacturers an opportunity to enhance their reach, revamp their operations, and most importantly, engage directly with their customers.

The need for a robust IT infrastructure and digital branding has never been more pronounced. An IT framework that supports efficient, high-speed operations and an engaging interactive platform for customers is a necessary component for staying competitive. An increasingly tech-savvy clientele demands instant, quality service—the absence of a strong digital setup becomes an active bottleneck in delivering this service. A powerful and efficient IT framework facilitates seamless operations, accurate order processing, faster delivery times, and an overall enhanced customer experience.

In addition, digital branding plays a paramount role in creating and sustaining a company's online presence. It's not just about just producing great products, but presenting them attractively in a crowded online market. Creative and compelling digital branding is instrumental in differentiating a brand from its competition, triggering customer interest, and fostering a favorable brand image. This requires consistently communicating the

brand's values, vision, and uniqueness across all digital touchpoints, developing an enduring relationship with customers.

The rapid rise of e-commerce has signaled a shift in customer behavior. More customers prefer browsing and buying online over traditional brick-and-mortar shopping experience. This surge in digital buying underscores the need for an extensive and engaging online presence for brands. Having a strong online presence translates to greater visibility, which increases the chance of customer engagement and conversion.

Brand loyalty begins with an efficient and streamlined omnichannel distribution. Customers hop from one retail channel to another, expecting seamless transitions and consistency in service. The demand for such a ubiquitous experience necessitates a robust omnichannel distribution strategy that effectively amalgamates various sales portals under a unified brand umbrella. It also calls for uninterrupted connectivity between manufacturers and customers, whether they interact through a website, a mobile app, a retail store, or a catalog. The absence of such seamless integration can leave potential customers disoriented and dissatisfied, leading to lost sales and damaged brand reputation.

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A well-designed visualization tool makes choosing customized options intuitive for customers, greatly increasing sales.

Mark T. Michalski, Executive Director at Massachusetts General Hospital.

# Visual Configuration Technology for Door and Window Manufacturers

## The Power of Visualization for Complex, Configurable Products

Visualization is the cutting edge tool for complex, configurable products such as doors and windows. Crafting a robust ecommerce strategy for large manufacturers means understanding and harnessing this pervasive power. Why? Because visual configuration gives form to the abstract, filling in the gaps left by verbal and textual descriptions, allowing customers to vividly perceive your product offerings. Visualization then transforms your sales strategy from a game of guesswork to a precise, confident, and convincing endeavor.

There are two primary modalities of visualization: 3D and 2D. They serve as an effective conduit in guiding the potential customer through the process of product exploration, configuration, and purchase. 3D visualization breathes life into your products, stoking the customer's imagination and enabling them to visualize your products in their living or workspace. The enriched customer experience, harnessed from this heightened immersive capacity of 3D images, can take your sales a notch higher.

2D visualization lays a smooth pathway for drafting the vital details, from dimensions to configuration, thereby crystallizing the customer's visualization journey. Detailed sketches provide a bird's-eye view of the whole concept, while precise measurements ensure the customer knows exactly what they're getting, minimizing return rates due to mismatched expectations.

Beyond these realms lies the next frontier of customer experience: augmented reality (AR). Redefining the parameters of customer engagement, AR offers an immersive, interactive experience that revolutionizes product presentations. Customers can get a first-hand feel of how the product fits into their space.

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Visual configuration solutions address barriers in customization, making the whole buying experience more simple and enjoyable.

John McEleney, CEO of Onshape

They can adjust the configurations, move the product around, experience different variations—all without stepping a foot outside their home. The result? A significant increase in conversion rates and reduction in post-sales returns and dissatisfaction.

AR also plays a cardinal role in simplifying the complexity innate in customizable products. By facilitating a real-world view of the product, AR simplifies decision-making for the customer, thereby accelerating the buying process.

Visualization in selling complex, configurable products enables large manufacturers to tap into a deeper level of consumer engagement and create a distinctive digital brand presence. Employing this digital arsenal can assist in reducing the cognitive load on the buyer and enhancing comfort, transparency, and satisfaction in the buying process. Moreover, it eliminates any misunderstanding that might arise due to language or cultural barriers, broadening your global reach.

# Visual Configuration Technology for Door and Window Manufacturers

## The Impact of Superior Visualization on Consumer Buying Decisions

The digital age has made it easier for consumers to interact with brands across multiple touchpoints and channels. However, this also means that consumers' expectations for interactive and engaging experiences are growing. Large manufacturers, particularly in the customizable doors and windows industry, can no longer rely solely on product specifications and descriptions. They need to provide more concrete, authentic, and interactive experiences for their customers.

This is where visualization tools provide an edge. They convert complex product details into immersive, interactive experiences. Customers can see the product from every angle, customize it to their preferences, and visualize how it would look in their own space. This helps bridge the gap between buyer and seller by providing a more tangible representation of the product, which can be the determining factor in a purchase decision.

The innate human tendency leans toward visual understanding—people, by default, process visual information faster than textual data. High-quality 2D images and 3D models create an impactful visual appeal that powerfully resonates with a customer's understanding. As a result, customers feel empowered and confident in their buying decisions.

Coupled with innovative technology, visualization tools allow businesses to personalize their customer approach. Interactive tools enable customers to customize products to their liking, offer real-time price updates, and allow instant reviews. This tailored approach appeals to the modern-day digital customer, fostering a mindset shift from passive browsing to active buying.

While technologically advanced visuals can provide an engaging experience, they can also foster trust and credibility by offering customers a deeper understanding of the product. To make certain these tools impact

purchasing decisions positively, manufacturers must ensure the visualizations accurately represent the product's quality, details, and functionality. The importance of truth in advertising in a digital context, where customers cannot physically inspect the product, is paramount.

At its core, enhancing customer engagement through superior visualization hinges on understanding the customer's expectations, needs, and wants. Manufacturers of windows and doors need to place the customer at the center of their visualization strategies by providing visual options that are readily available, easy to understand, and rewarding to engage with.

## Visualization Tools Enhance Brand Loyalty

In a digital marketplace buzzing with similar offerings, standing out from the competition is crucial. Brand differentiation strategies such as offering unique products, personalizing customer experiences, telling impactful brand stories, and effectively using multi-channel marketing can distinguish a brand from a pool of competitors. It not only attracts interested customers but also retains them, fostering brand loyalty.

Brand loyalty begins with an efficient and streamlined omnichannel distribution. Customers hop from one retail channel to another, expecting seamless transitions and consistency in service. The demand for such a ubiquitous experience necessitates a robust omnichannel distribution strategy that effectively amalgamates various sales portals under a unified brand umbrella.

It also calls for uninterrupted connectivity between manufacturers and customers, whether they interact through a website, a mobile app, a retail store, or a catalog. The absence of such seamless integration can leave potential customers disoriented and dissatisfied, leading to lost sales and damaged brand reputation.

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Visualization tools offer a direct line of communication between manufacturers and customers, bypassing the need for dealers and middlemen. This eradicates any scope for miscommunication or misinformation, allowing manufacturers to directly gauge customer preferences, adapt accordingly, and provide effective solutions. The consequent sense of trust facilitates the development of deeper relationships with the customers, further implanting the seeds of brand loyalty.

## The Operational Benefits of Visualization Tools

Visualization tools can improve operational efficiency as well, by eliminating communication gaps between the manufacturer, dealer, and consumer. When consumers can independently modify products to suit their requirements without the requirement for lengthy consultations or product demonstrations, sales cycles can be significantly reduced.

Visualization also assists in managing inventories. A well-integrated visualization tool can provide real-time insight on which products, colors, or styles are currently in demand, guiding production planning and stock management. Digital platforms that simplify door customization and foster an efficient, omnichannel distribution strategy can considerably broaden your reach. Realistic 3D visualization combined with precise product configurators can greatly enhance decision-making.

Brands must strive to create a comprehensive, interactive digital ecosystem that not only simplifies the purchase process but also offers unrivaled after-sales service. Efforts should be directed towards eliminating any potential confusion and frustration in the buying process.

## Embracing Visualization Tools for Cost Savings

With advanced visualization tools that enable

manufacturers to present their products in realistic 3D images or utilize AR technologies, customer expectation or a product is enhanced and therefore the chances of customer dissatisfaction or product returns post-purchase is lowered.

Visualization tools also provide cost savings by removing the need for physical showrooms with numerous samples of doors and windows in different designs, colors, textures, and materials. The physical space required, the production costs of each sample, and the continual maintenance and updating process creates a large financial burden.

The digital format in which visualization tools present these products not only eliminates the need for physical storage, but also cuts down on sample production costs. When seamlessly integrated with business tools like PIM, DAM, DRM and the like, they enable at-scale, automatic updates and new additions or changes in the product line.

Efficiency is another compelling outcome of adopting visualization tools. Instead of spending immense human resources on maintaining updated product catalogs, answering customer queries on design, color, or texture options, or addressing complaints related to miscommunication or misunderstanding, businesses can allocate their efforts towards more strategic tasks and opportunities.

An additional cost-savings aspect of advanced visualization tools is removing the need for product photography and complex staging. 3D renders, created from a handful of reference photos, automatically create different lifestyle settings to showcase your doors and windows in different complementary environments and lighting. Rather than hiring a photographer, manufacturers can achieve accurate images with granular detail, including auto-generated CAD files for the items, with just a few mouse clicks.



## Conclusion

Large-scale door and window manufacturers can benefit in numerous ways from adopting advanced visualization tools. From increased operational efficiency to lower product cost, increased customer confidence in purchase decisions to lower rates of product return, and enhanced customer satisfaction leading to increased brand loyalty, visualization tools differentiate your brand and grow your revenue.

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